

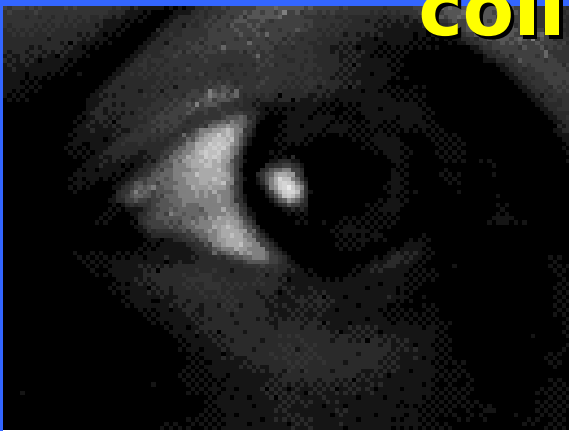


Driving Drowsy...

is a FATAL mistake!

Why YOU need to KNOW

When you are behind the wheel of a car, being sleepy is very dangerous. Driving drowsy slows your reaction time, decreases awareness, and impairs judgment, just like drugs or alcohol. And, just like drugs and alcohol, driving drowsy can contribute to a fatal collision.





**KNOW Before You
GO**

FACT:

Driver fatigue is the primary cause of at least 100,000 police - reported crashes and more than 1,500 deaths annually, according to the U.S. National Highway Traffic Safety Administration (NHTSA).



**KNOW Before You
GO...**

FACT:

NHTSA statistics indicate accident rates vary during the course of the 24-hour day and mirror daily human alertness patterns. Accident rates have a peak in the mid-afternoon, when alertness dips, and an even higher peak in the overnight hours between 2 and 6 a.m., when alertness is at its lowest point of the day



The “*DARK SIDE*”

FACT:

Memorial Day, July 4th, Labor Day...

There's a “*Dark Side*” to the American summer vacation season--the inevitable news reports updating highway accident death tolls during long holiday weekends.

The “DARK SIDE”



Take a break

Although many driver behaviors certainly play a role in the high accident rates, most experts agree another factor is likely to blame-- *increased driver fatigue* attributed to long driving hours, lack of sleep, and the demands of holiday activities.

**Who is at
RISK?**




Anyone who DRIVES!



**Who is MOST at
RISK?**

FACT:

Sleep-related crashes are most common in young people, who tend to stay up late, sleep too little, and drive at night. The high risk group is 18-24 years old.





Who is at RISK?

**ALL Drivers are at
RISK**

**especially when
you are:**

Sleep-deprived or fatigued

- **Driving long distances without rest breaks**
- **Driving through the night**
- **Driving through the early afternoon**

Take a break



Who is at RISK?

**ALL Drivers are at
RISK**

**especially when YOU
are:**

- **Driving at times when normally asleep**
- **Taking medication to increase sleepiness**
- **Consuming any alcohol-related products**
- **Driving alone**

Feeling sleepy?

WARNING Signs of



**When driving fatigued, YOU
may experience the
following symptoms:
Drowsy:**

**You can't remember the last few
miles driven.**

**You drift from your lanes or hit a
rumble strip.**

**You have wandering/disconnected
thoughts.**

Take a break

WARNING Signs of

**When driving fatigued, YOU
may experience the
following symptoms:**

Drowsy:

You have difficulty focusing/keeping eyes open.

You tailgate or miss traffic signs.

You have trouble keeping your head up.

You keep jerking your car back into the lane.

Feeling sleepy?



**IF YOU ARE
DROWSY,**

**Recognize the Warning
signs &**

Take Action Immediately!

**You cannot predict when
a micro-sleep may occur.**

**YOU must RESPOND quickly to
symptoms of fatigue by finding a safe
place to stop!**

**Pull off into a safe area away from
traffic and “Take a Break”. Spend
the night at a hotel or at least take a
brief nap (15 to 40 minutes)!**

Don't count on the radio, open

Preventive Measures



**Plan Ahead Before
Leaving...**

Get a good night's sleep.

**While this varies from
individual to individual, the
average person requires
about 8 hours of sleep
a night.**

Preventive Measures



**Plan Ahead Before
Leaving...**

**Plan to drive long trips with
a companion. Passengers
can help look for early
warning signs of fatigue or
switch drivers when needed.
Passengers should stay**

Slow down



Preventive Measures

Plan Ahead Before Leaving...

**Avoid alcohol and
medications (over-the-
counter and prescribed)
since they can impair
driving performance.
Alcohol interacts with
fatigue; increasing its**

Don't drink and drive

Preventive Measures



While Driving.

Stop frequently (at least every two hours) and take a walk, stretch, etc.

Keep your vehicle well ventilated.

Avoid caffeine or other drugs to keep you awake; when they wear off, you will feel very tired.

Eat lightly and avoid heavy.

Switch off your phone

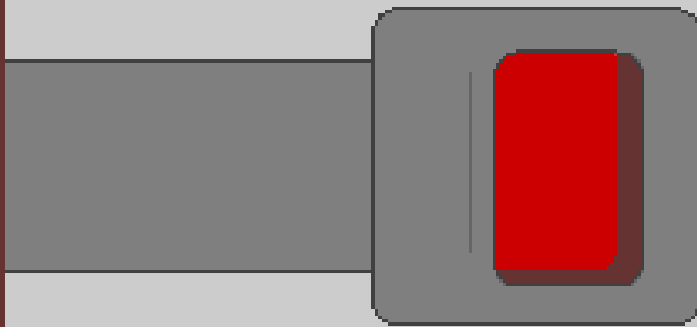
Remember



A short break could save your life!

Take a break

Seat Belts



The proper use of seat belts is estimated to save THOUSANDS of lives each year.

Additionally

Put simply: Seat Belts V



Road Safety

Every trip